

Application No. 09/681,154
Amendment "B" dated July 7, 2005
Reply to Office Action mailed June 7, 2005

AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1-2. (Cancelled).
3. (Previously Presented) The method of claim 23, further comprising:
detecting a second predetermined condition comprising exiting of the screen saver mode; and,
replacing the advertising information with the displayed information on the
display in response to the second predetermined condition.
4. (Cancelled).
5. (Previously Presented) The method of claim 23, wherein the advertising
information comprises an offering for sale of at least one of a good and a service, such that the
user is able to immediately purchase the at least one of the good and the service.
6. (Previously Presented) The method of claim 23, wherein replacing
displayed information on the display with the advertising information comprises retrieving the
advertising information as previously cached.
7. (Original) The method of claim 6, further initially comprising caching the
advertising information.
8. (Previously Presented) The method of claim 7, wherein the advertising
information is cached as downloaded from the Internet.
- 9-10. (Cancelled).
11. (Previously Presented) The method of claim 23, further comprising
displaying second advertising information on the display.

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12. (Previously Presented) The method of claim 23, wherein the advertising information has been provided by an advertiser, and is written in a predetermined markup language.

13. (Original) The method of claim 12, wherein the predetermined markup language comprises HyperText Markup Language (HTML).

14. (Previously Presented) The method of claim 23, wherein the displayed information on the display comprises a tuned-to television channel, and replacing the displayed information on the display with the advertising information comprises tuning to a different television channel related to the advertising information being displayed.

15. (Previously Presented) The method of claim 23, wherein replacing the displayed information on the display with the advertising information comprises selecting the advertising information based on information particular to a user.

16. (Cancelled).

17. (Currently Amended) The medium-computer program product of claim 2425, wherein the advertising information has been provided by an advertiser, and is written in a predetermined markup language.

18. (Currently Amended) The computer program product medium of claim 17, wherein the predetermined markup language comprises HyperText Markup Language (HTML).

19. (Currently Amended) The computer program product medium of claim 2524, the method further initially comprising selecting the advertising information based on information particular to a user.

20-22. (Cancelled).

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23. (Currently Amended) A method performed by a television tuning device able to at least translate an incoming signal into a picture on a display, the television tuning device also being connected to the Internet, the method comprising:

displaying information at the television device comprising at least one of television programming and Internet content;

entering a screen saver mode upon detecting a first predetermined condition comprising user inactivity with one or more input devices operatively coupled to the television tuning device; and

in response to entering the screen saver mode, tuning to a particular television channel and displaying television programming from the particular television channel;
and

while in the screen saver mode, replacing the displayed information with advertising information, the advertising information being displayed with an exit segment that can be selected to exit the screen saver mode, wherein the television tuning device exits the screen saver mode in response to the exit segment being selected rather than exiting the screen saver mode in response to other user activity detected at the one or more input devices.

24. (Previously Presented) A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 23.

25. (Cancelled).

26. (Currently Amended) A method as recited in claim 25~~23~~, wherein the television programming is displayed simultaneously with advertising.

27. (Previously Presented) A method as recited in claim 26, wherein the advertising corresponds to the television programming that it is being displayed with.

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28. (Currently Amended) A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 2527.